



AOT in Action

TOURISM WORKS FOR ARIZONA!

Issue 111 – June 5, 2006

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

Last Wednesday I had the opportunity to join Governor Janet Napolitano as she visited US Airways Center to issue a proclamation announcing Phoenix Suns Week and declare the team an Arizona Treasure. Suns coach Mike D'Antoni presented the Governor with her very own 2006 Phoenix Suns jersey with her name on it, and Suns announcer Al



McCoy urged the crowd to cheer the team to victory in last Saturday's game against the Dallas Mavericks. It was so exciting to watch our home team make it to the Western Conference Finals, and I know that we are all extremely proud of the Suns. Arizona's many sports teams are true state gems that unite the hometown fans while bringing national attention to the Grand Canyon State. Be sure to keep track of the Governor's other Treasures at www.arizonatreasures.gov!

I also want to urge you to register now for the 2006 Governor's Conference on Tourism. This year's conference will be held July 10-12 at the Loews Ventana Canyon Resort in Tucson. Early registration prices end on June 23, so register today at www.aztourismconference.com or by calling (602) 265-2252.

Have a good week!

Marji A. Emmert

Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

Arizona Takes Orlando by Storm at International Pow Wow

TIA's International Pow Wow is the travel industry's premier international marketplace and is the largest generator of travel to the U.S. On May 6-10 during three days of intensive pre-scheduled appointments, more than 1,000 U. S. travel organizations and approximately 1,500 International and Domestic Buyers from more than 70 countries conducted business negotiations that resulted in the generation of over \$3.5 billion in future U.S. travel. This year, AOT Director Margie Emmermann was joined by Mary Rittmann, Director of Travel Industry Marketing; Jacki Mieler, Director of Media Relations and Communications; and Hylton Fothergill, Travel Industry Marketing Manager at Pow Wow in Orlando, Florida. AOT's international representatives from Canada, Mexico, UK, Germany and Japan also attended for a week of meetings, appointments and networking. AOT had more than 100 prescheduled appointments with buyers from around the world who stopped by the Arizona booth to receive the latest product updates, discuss cooperative marketing opportunities and plan for the upcoming year. In addition, AOT participated in the Media Marketplace, where nearly 400 travel writers and journalists convened to receive the latest information on destinations around the U.S. For more information or to obtain a copy of the Pow Wow report, contact Hylton Fothergill at (602) 364-3706 or hfothergill@azot.gov.

Promoting - AZ - Advertising

Relationship Marketing Opportunities

The Arizona Office of Tourism provides direct marketing opportunities to Destination Marketing Organizations (DMOs) around the state. These opportunities include participating in a monthly e-newsletter, leasing AOT's database and distributing marketing material in AOT travel packets.

Monthly E-Newsletter

Every month, AOT sends an e-newsletter to 50,000 opt-in inquirers. AOT features advertorial copy about Arizona, focusing on different niches and areas of the state based on the editorial calendar. Partners will receive a logo and photo placements, advertorial opportunities and a hyperlink to their Web site.

Database Leasing Program

AOT can provide mailing addresses or e-mail addresses on qualified customers who have

previously requested an Arizona travel packet. Specific information about each customer is captured and allows AOT to customize the available list based on the partner's goals and objectives.

Distribute Marketing Material in AOT Travel Packets

All requests for information at AOT are sent a travel packet. This packet consists of the *Official State Visitor's Guide* (OSVG) and an *Official State Map*. Opportunities are available to insert marketing or promotional material (standard rack size brochure weighing less than one oz.) into all travel packets.

For more information please contact Traci Gomes at tgomes@azot.gov or 602-364-3705.

Trippin' with AOT

Register Now for the 9th Annual Arizona Showcase in Hermosillo

The Arizona Office of Tourism will hold the 9th Annual Arizona Showcase October 4-5, 2006 in Hermosillo, Sonora, Mexico. This event promotes fall and holiday shopping, attractions and accommodations throughout the state. This year there will be a special emphasis on family travel. On the first night of the event, a trade show for travel agents and media representatives will be coordinated. The second night of the event will highlight a charity fashion show with local models - specifically targeting high income families and individuals with a strong propensity to travel. The cost to participate varies from \$800 - \$2,000 depending on type of supplier and level of participation, plus travel expenses. Sponsorships are also available. The deadline to participate is September 1, 2006. Early booking discounts apply. Please contact Cathy Clifton at cclifton3@cox.net for more information.

Industry News

National Parks to Stay Ad-Free

The national parks will not become a new frontier for American advertisers anytime soon. Park Service Director Fran Mainella upheld tight restrictions on advertising and marketing in the parks this month when she issued new guidelines that did not include changes that would have permitted some employees to solicit donations and give donors the right to slap their names on rooms, benches and bricks. Another change proposed last year, and recently rejected by Mainella, would have allowed the Park Service to accept alcohol and tobacco company donations for the first time. About \$100 million in donations and \$150 million in entrance fees augment the taxpayer funds that support the national park system, which has an annual budget of about \$2.2 billion. (Page A15, Washington Post)

Americans: Vacation-Deprived

Americans earn the least number of vacation days among Western countries and are the most likely to not to use their time off, says Expedia.com. The company's sixth annual "Vacation Deprivation" survey showed Americans are likely to give back more than 574 vacation days this year. Each American will leave an average of four vacation days on the table. The survey found one-third of Americans do not always take their vacation days, despite more than one-third reporting they feel better about their jobs after a vacation. The study found Americans receive the fewest vacation days per year on average with 14 days; the British get 24 days and the French get 39. (www.TravelMole.com)

Deadline for Odyssey Awards Extended

Due to numerous requests, the June 2 deadline for Odyssey Award submissions has been extended by a week to June 9, 2006. Entries must be received by TIA on or before June 9 to be considered. As the premiere travel and tourism recognition program, the Odyssey Awards annually recognize outstanding and distinct marketing and advertising achievements. For the first time in the awards 55 year history, TIA has partnered with National Geographic Traveler. Also for the first time, we have opened up the opportunity to non-TIA members. Please visit our website, www.tia.org/odysseyawards for a complete list of categories, submission guidelines and entry form. We look forward to receiving your entry. All winners will be published in the January 2007 issue of National Geographic Traveler. (TIA e-Newsline)

US Airways Launches New Flights

US Airways Group Inc. is launching new daily service between Portland, Ore., and Philadelphia as well as summer flights between Phoenix and Montana. The Tempe-based airline Thursday announced it was beginning flights between Phoenix Sky Harbor International Airport and Kalispell, Mont. That part of Montana is a popular summer vacation spot. The Philadelphia-Portland service also started Thursday. US Airways flies to 230 destinations in the U.S., Canada, Europe, the Caribbean and Latin America. For more: www.usairways.com. (Phoenix Business Journal, www.bizjournals.com/phoenix)

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